

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2794930

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
GLOBAL SESSION HOLDINGS SRL	03/11/2014
RECEIVING PARTY DATA	
Name:	WEBAD CAMPAIGN ANALYTICS LP
Street Address:	8316 BIG VIEW DRIVE
City:	AUSTIN
State/Country:	TEXAS
Postal Code:	78730
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11358149
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	GSH-005US
NAME OF SUBMITTER:	CRAIG J. YUDELL
SIGNATURE:	/Craig J. Yudell/
DATE SIGNED:	04/01/2014
Total Attachments: 2	
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ASSIGNMENT OF PATENT RIGHTS

THIS ASSIGNMENT AGREEMENT (the "Assignment") is between Global Session Holdings SRL ("Assignor") and WebAd Campaign Analytics LP ("Assignee"), a Texas limited partnership.

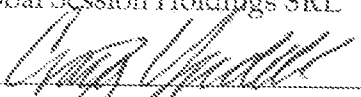
WHEREAS, Assignor possesses a legal interest in the patent application(s) listed in Exhibit A hereto, and any and all patent applications, extensions, divisionals, continuations, continuations-in-part, reissues, reexaminations, reviews, substitutions and foreign counterparts of any of the foregoing, and any patents issuing therefrom (collectively, the "Assigned Patents"); and

WHEREAS, the Parties desire to effectuate the assignment and transfer of the Assigned Patents to Assignee such that Assignee shall acquire and hereby acquires Assignor's rights, title and interests in and to the Assigned Patents;

NOW, THEREFORE, in consideration of the sum of one hundred dollars (US\$100.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor hereby agrees to, and hereby sells, assigns, transfers, conveys and delivers to Assignee its entire rights, titles and interests, free and clear of all liens, in and to all of Assignor's worldwide rights, titles and interests in and to the Assigned Patents, including any and all patent applications, extensions, divisionals, continuations, continuations-in-part, reissues, reexaminations, reviews, substitutions and foreign counterparts of or derived from any of the foregoing, and including any inventions described therein and any patents issuing therefrom, to be held and enjoyed by Assignee, and its successors and assigns, for its and their own use, enjoyment and benefit and that of its and their successors, assigns or other legal representatives, for the full duration of the term for which patent rights and letters patent are or may be granted, reissued or extended in the United States of America or any other country as applied to each component of the Assigned Patents as fully and entirely as the same would have been held and enjoyed by Assignor, if this assignment had not been made, together with any and all past, present and future causes of action (whether known or unknown or whether currently pending, filed, or otherwise) and other enforcement actions (including, without limitation, for injunctive remedies and relief) and rights to damages and other enforcement rights under, or on account of, any of the Assigned Patents, including, without limitation, all causes of action and other enforcement rights for (i) any and all claims for damages by reason of past, current, and future infringement and/or provisional rights under said Assigned Patents, (ii) injunctive relief, and (iii) any other remedies of any kind for past, current and future infringement together with the right to sue for, and collect the same for, its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any and all Letters Patents of the United States on said Assigned Patents to Assignee as assignee of the entire interest.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized representative, and this Assignment is thereby made effective, as of March 11, 2014.

Global Session Holdings SRL

By: 

Name: CRAG YDELL

Title: CEO

EXHIBIT A

ASSIGNED PATENTS

United States Patents and Patent Applications

US Patent No.	US Appl. No.	Filing Date	Issue Date	Title and First Inventor
n/a	11/358,149	02/21/2006	n/a	SYSTEM AND METHOD FOR TRACKING WEB CAMPAIGN EFFECTIVENESS; Bruce C. Macartney-Filgate